



Desert Vending Company



**Taking your company
to the next level**

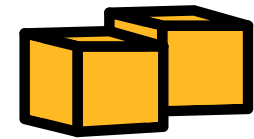
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1. Introduction



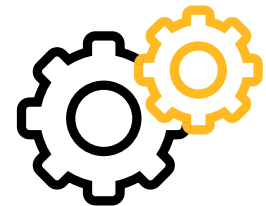
2. Problems and solutions



2.1 Products



2.2 Customers



2.3 Employees





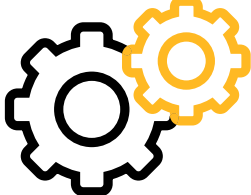




2.4 Routes & Visits

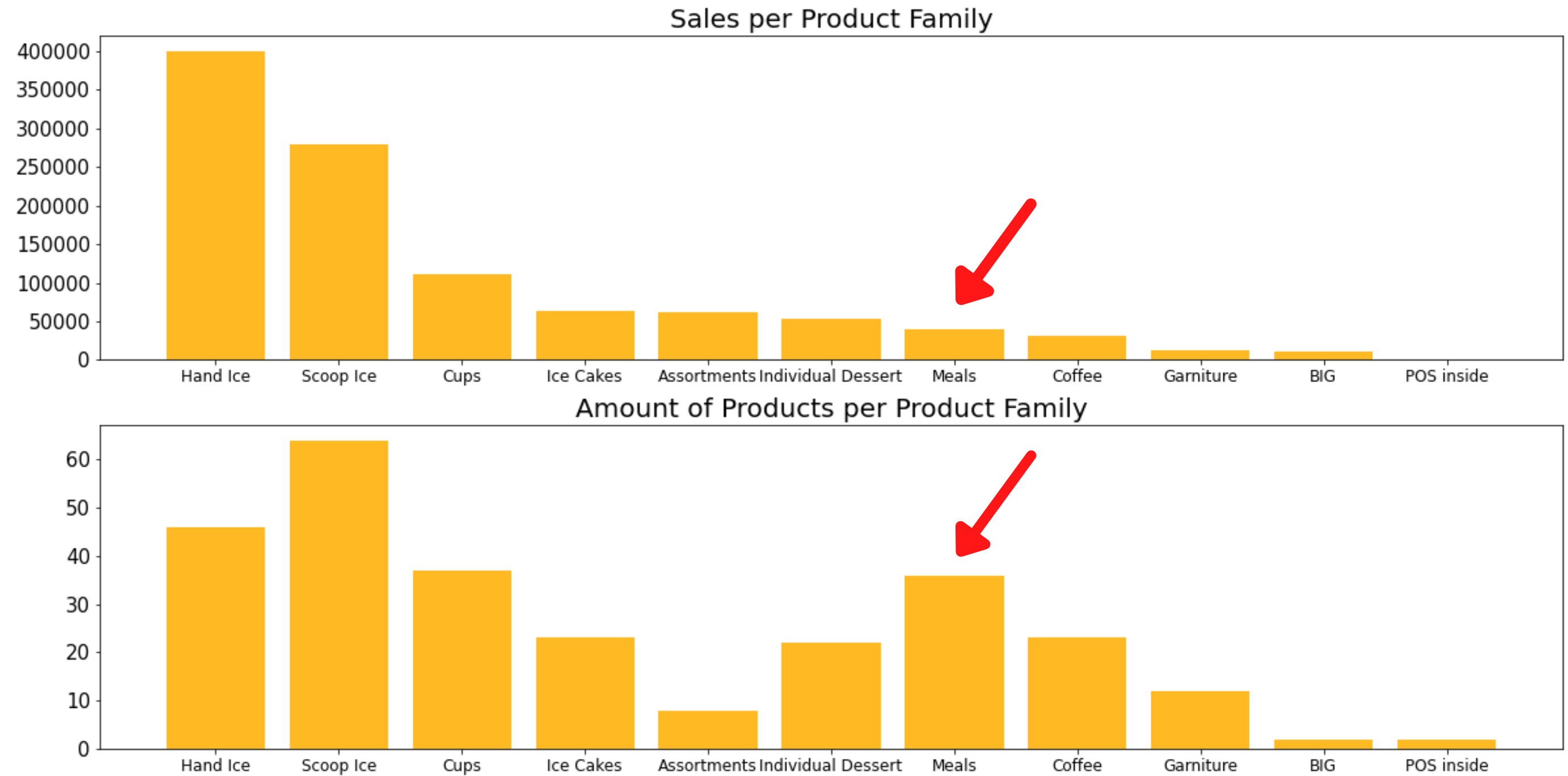
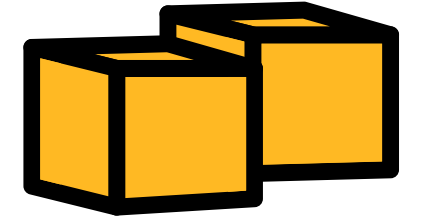


3. Conclusions

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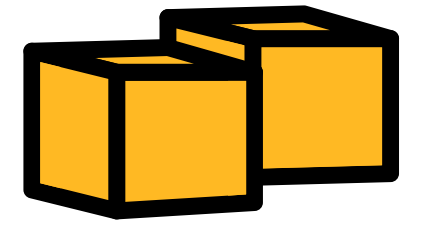
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Product family



+ Proportion of products in family

Recommendation Engine







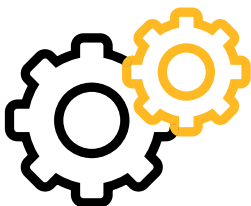


Similar Customers

Correlated Products

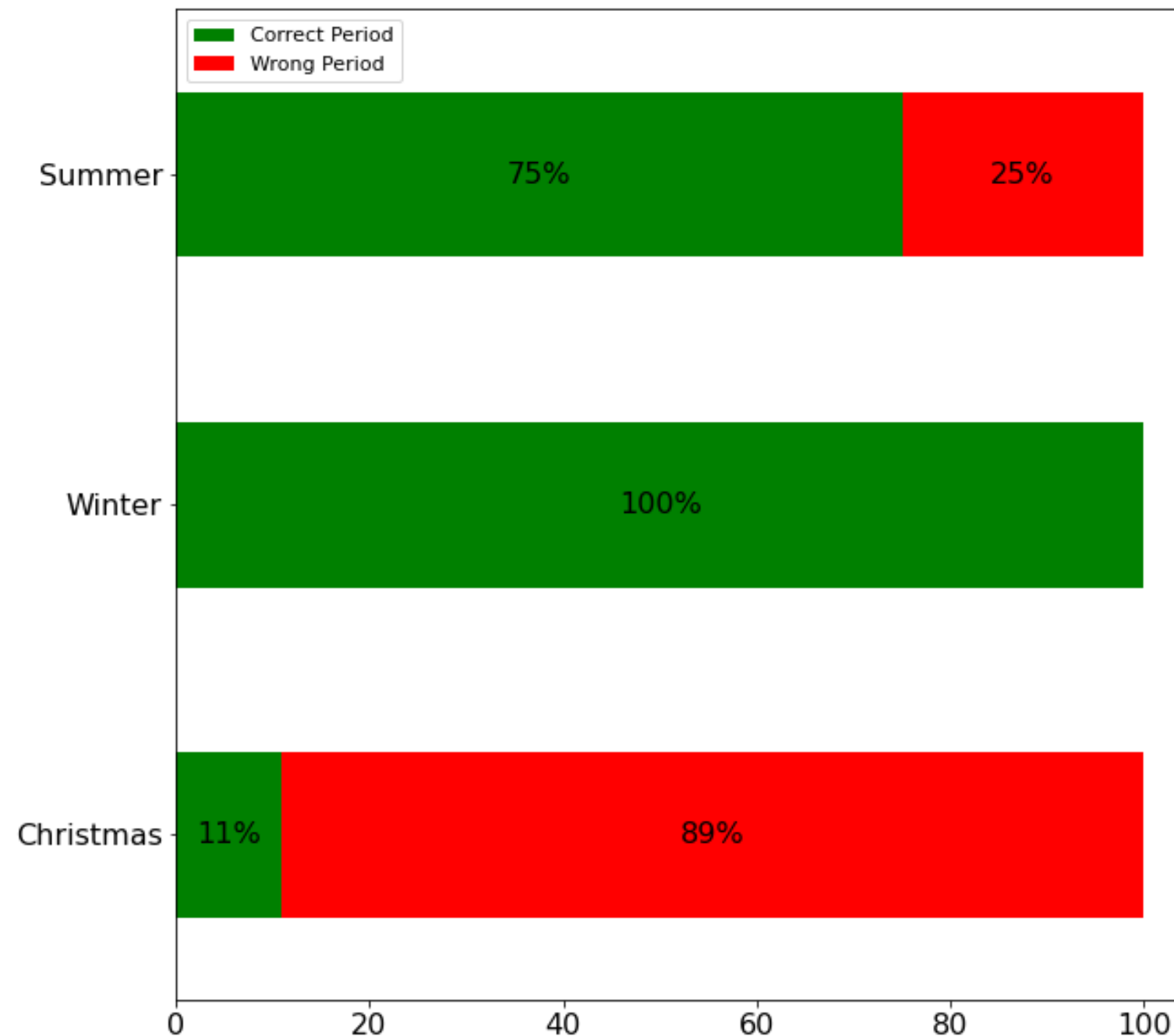
Region



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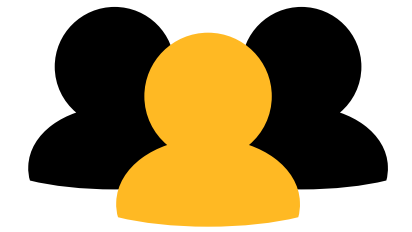
Season type and timing



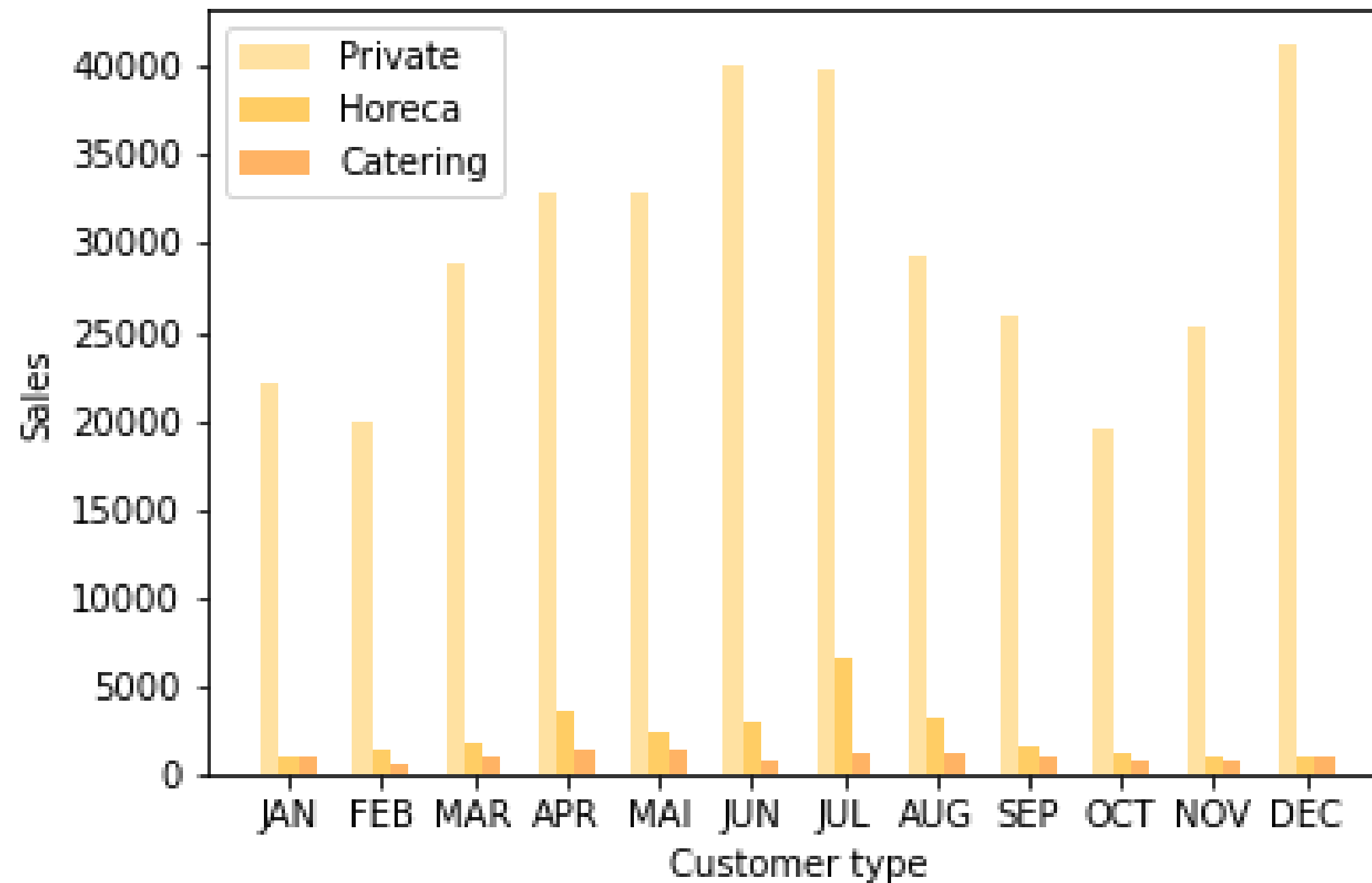
81%

of the customers that do not open their door, are visited between 9 and 17 P.M.

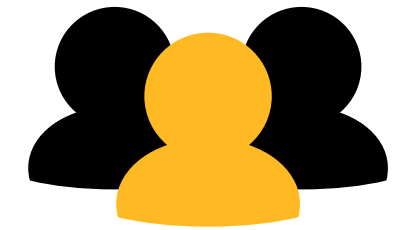
Segments



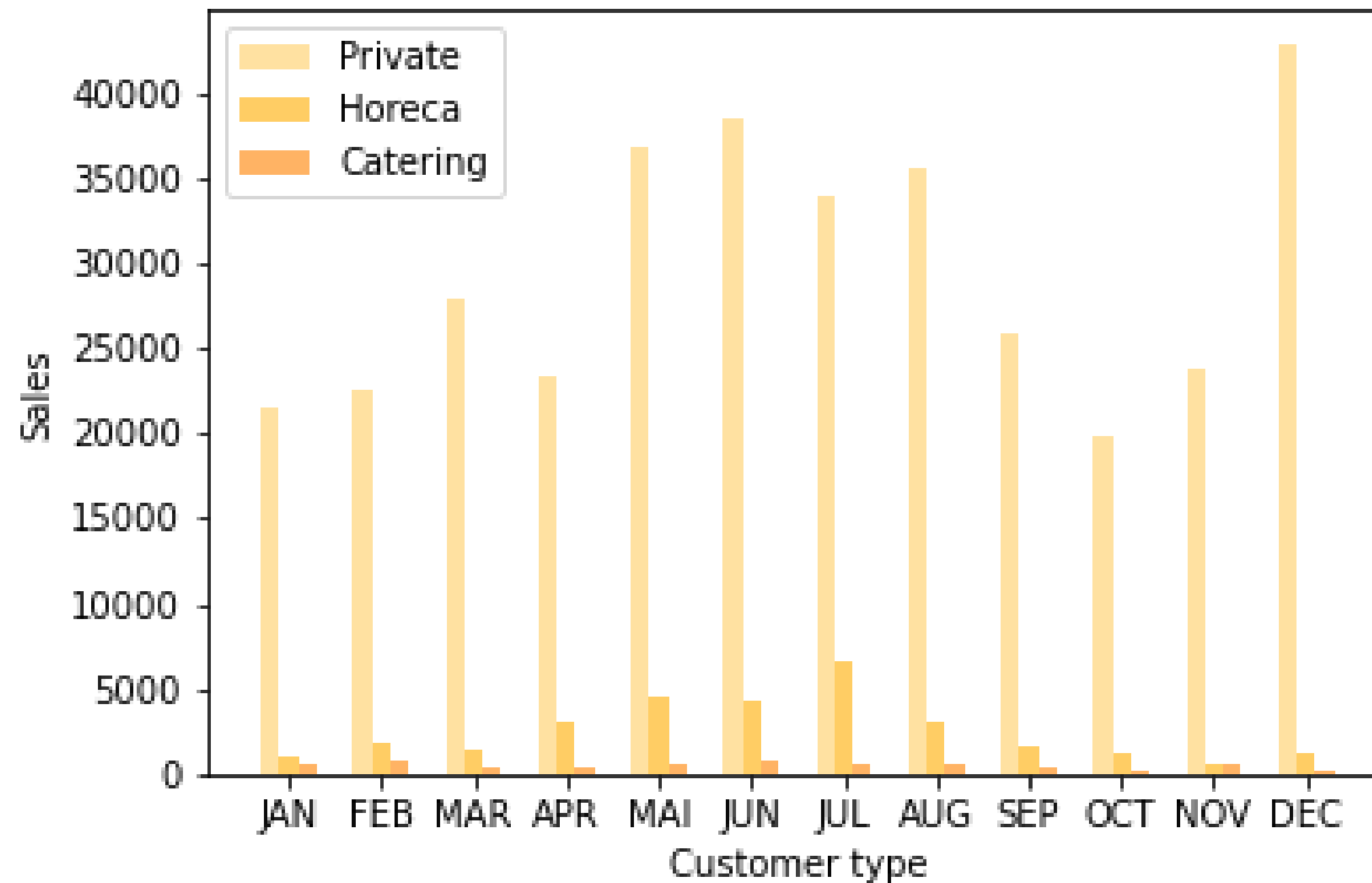
Sales by customer type in 2019



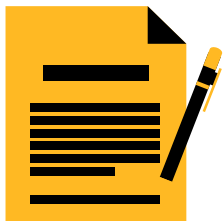
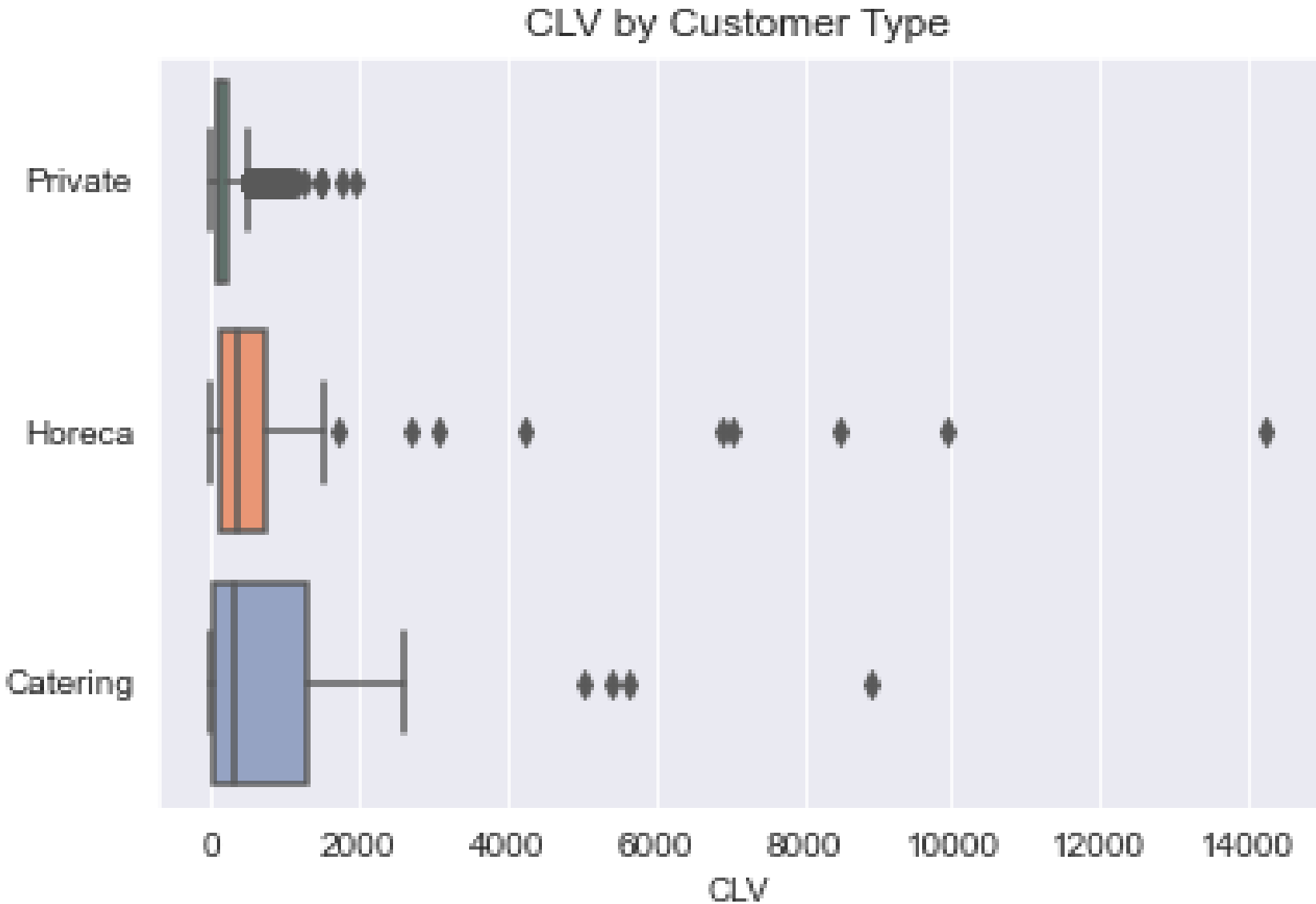
Segments



Sales by customer type in 2020



Customer Lifetime Value

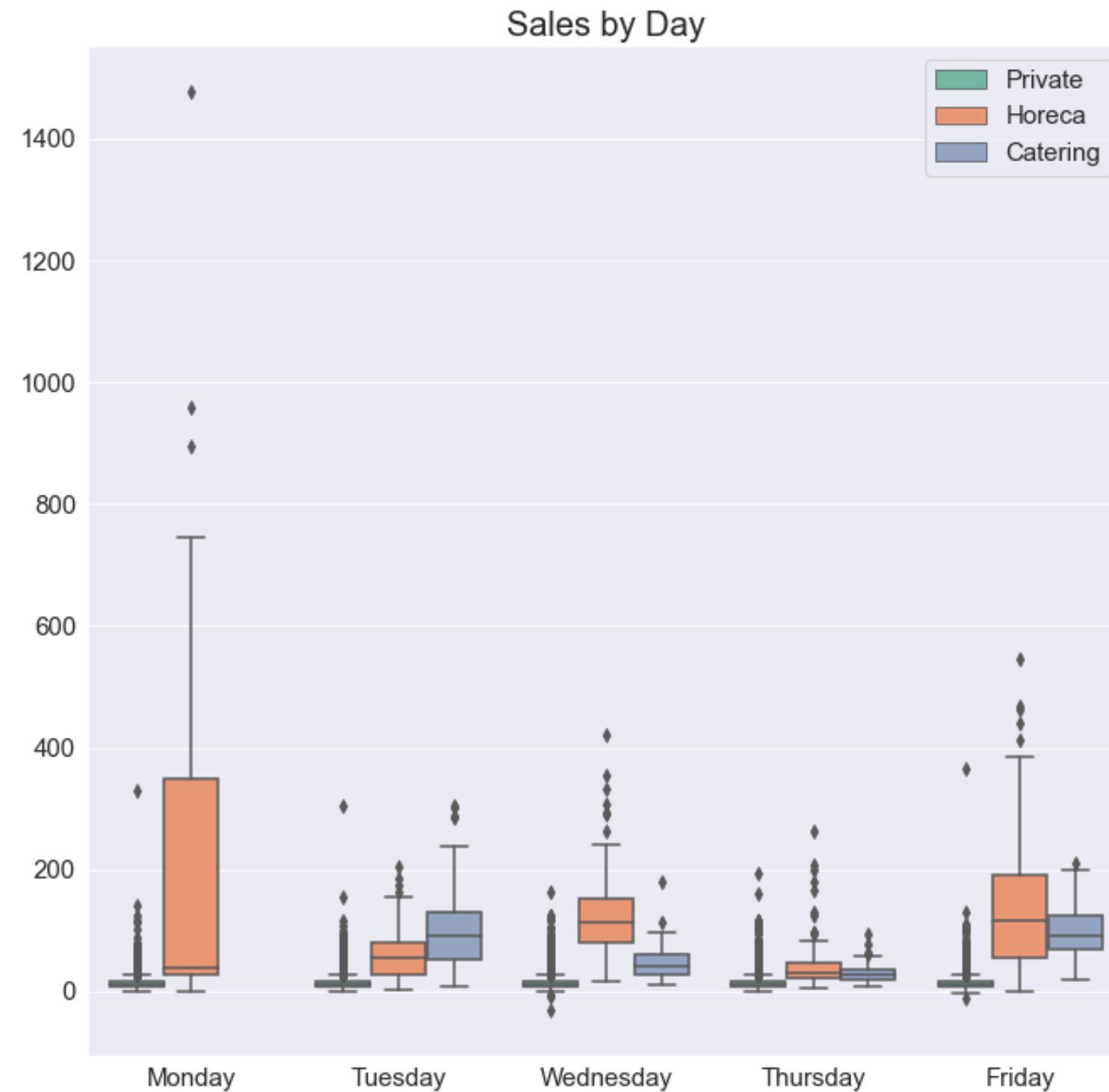


Private **5579**

Horeca **97**

Catering **33**

Days of the week



Monday 9108

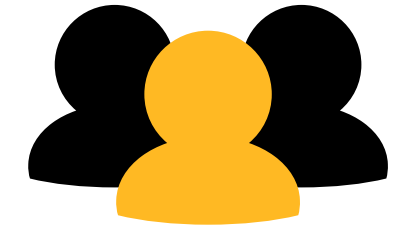
Tuesday 13678

Wednesay 13994

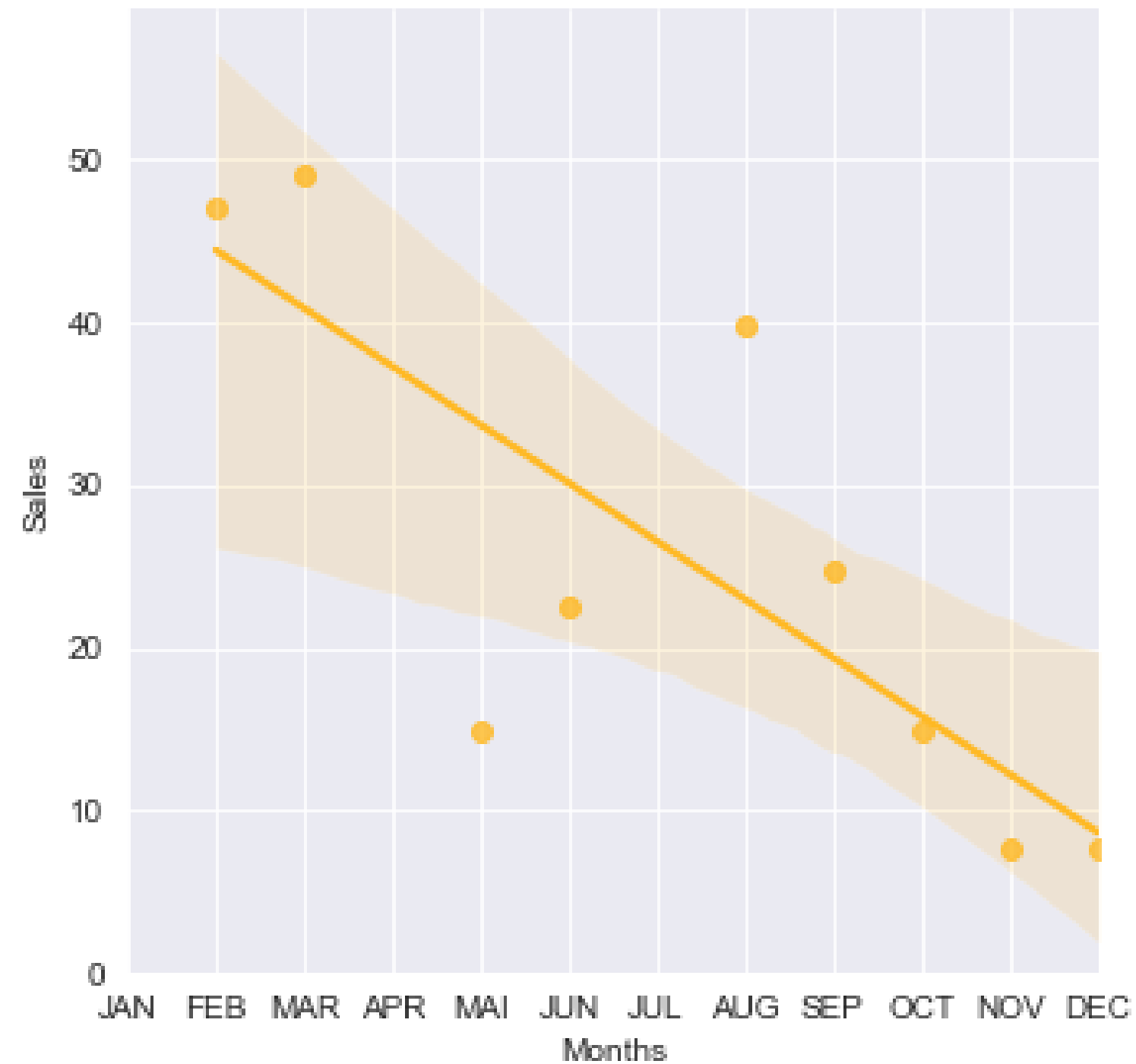
Thursday 12693

Friday 11774

Leaving customers



Sales of Customer 724147 in 2020



1225

Solution: coupon



Reviews







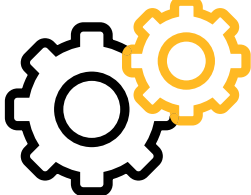


52%

of the customers that gave a bad review in 2019 are leaving customers in 2020 according to our regression

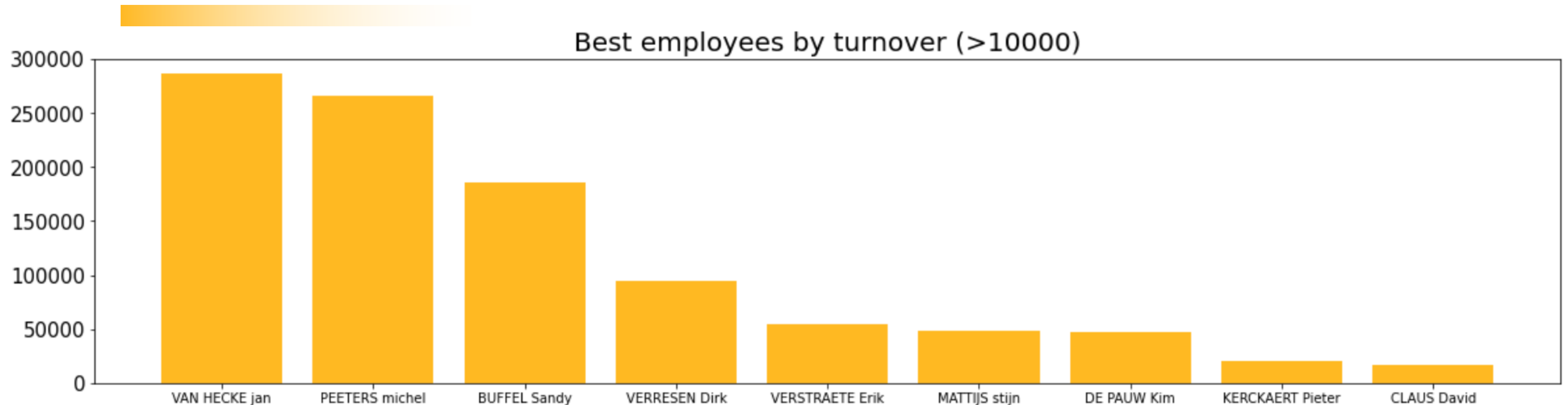
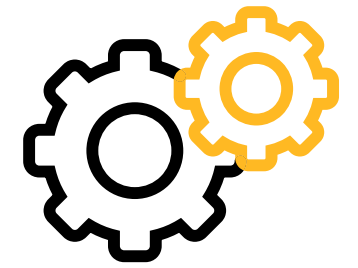
88%

of the customers that gave a terrible review in 2019 are leaving customers in 2020 according to our regression

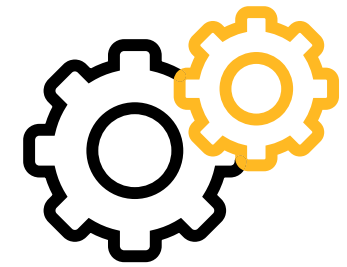
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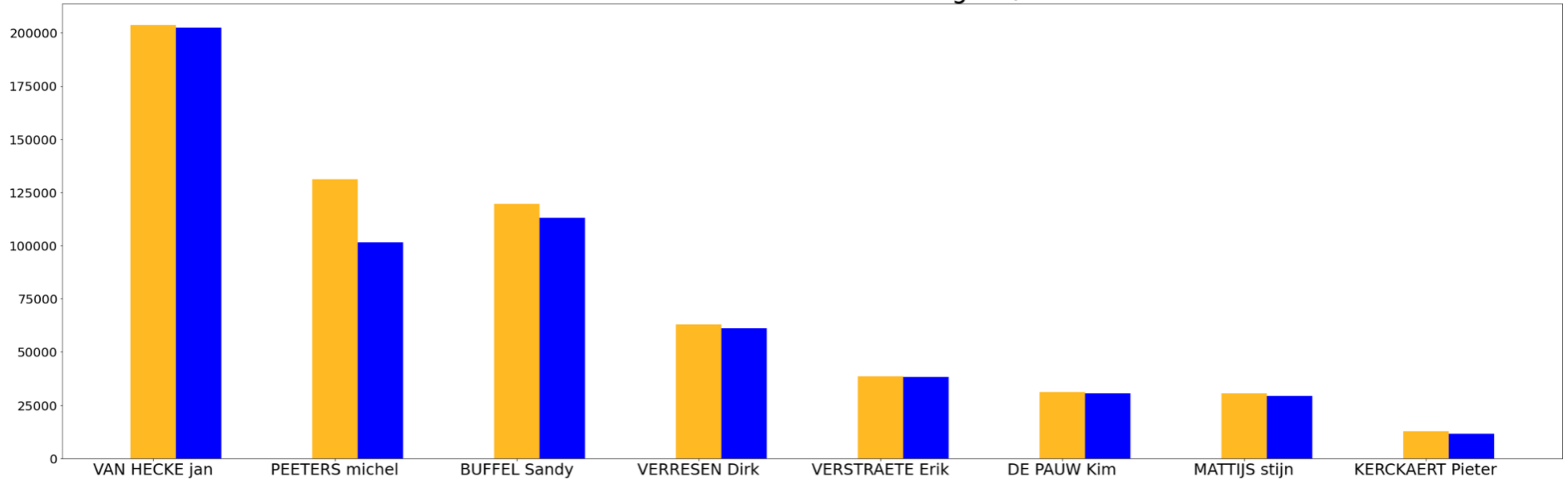
Top 9 employees



*Thank
you!*



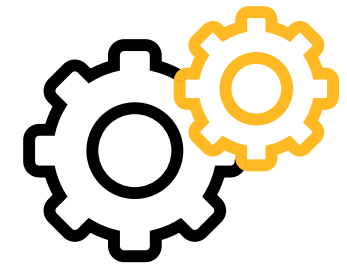
Difference turnover between all reviews and good/excellent reviews



GOAL
Getter



59,5%



Average reviews

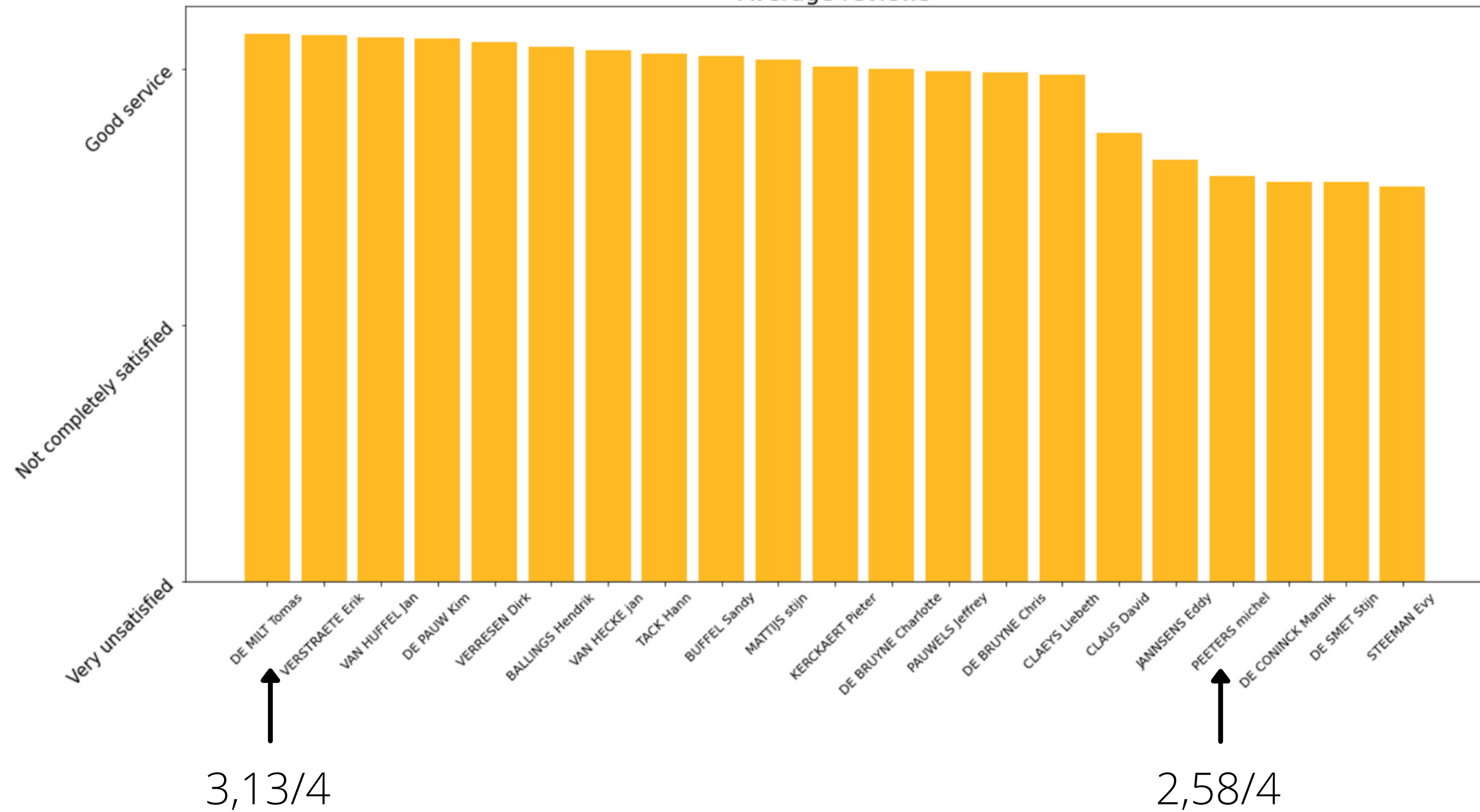


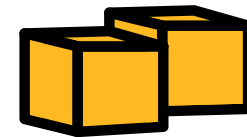
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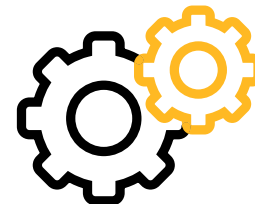
2. Problems and solutions



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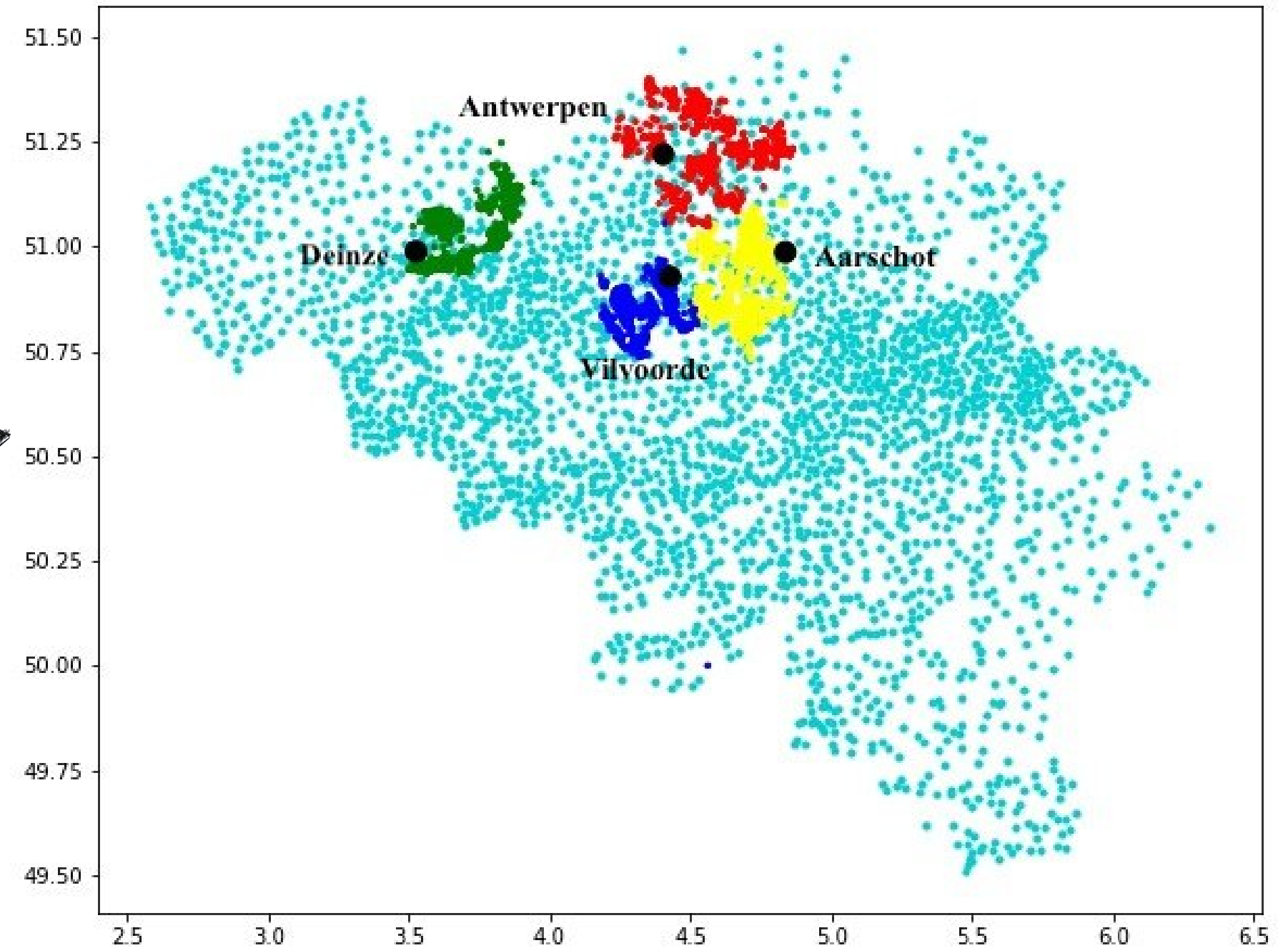
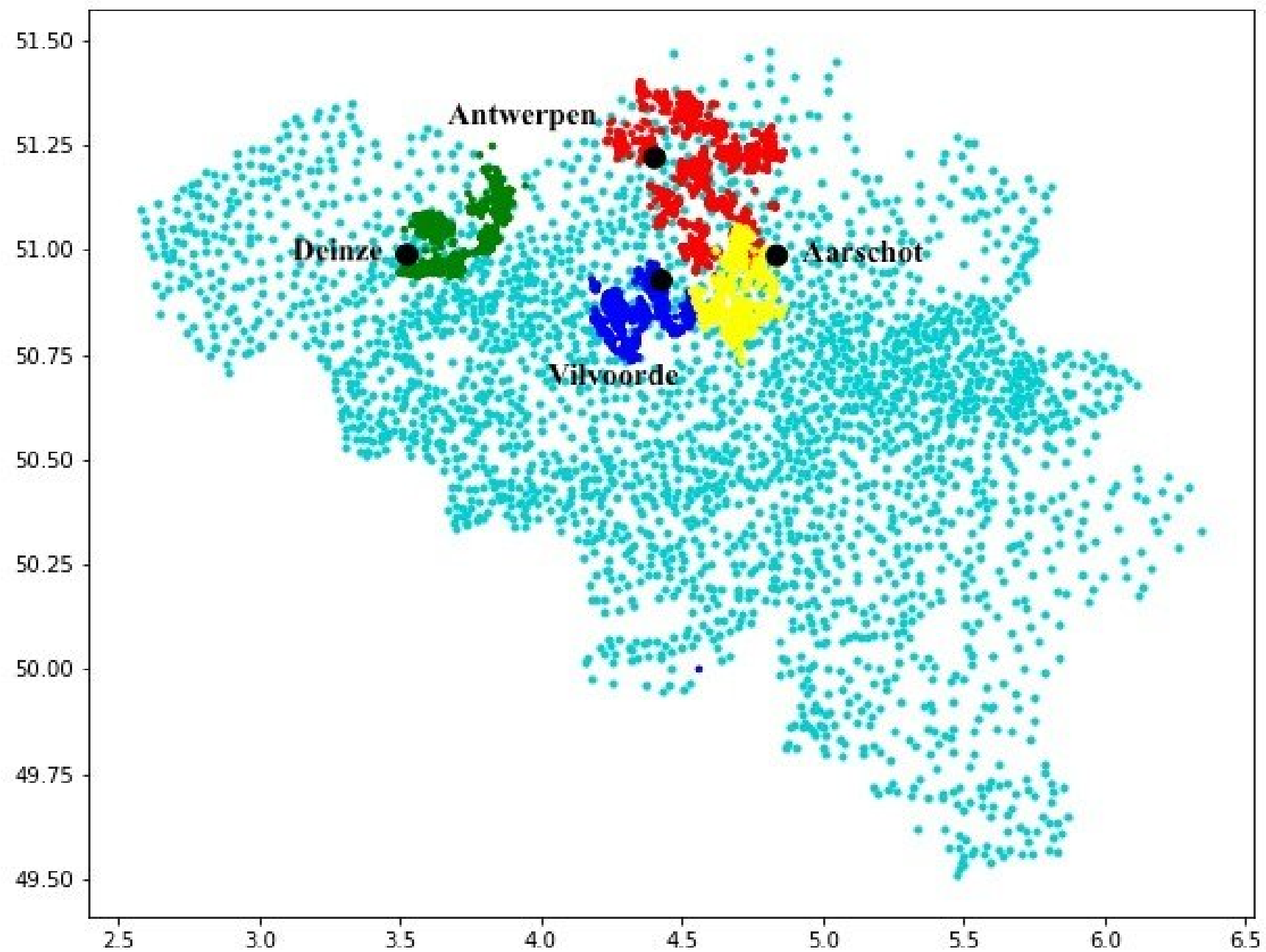


2.4 Routes & Visits



3. Conclusions

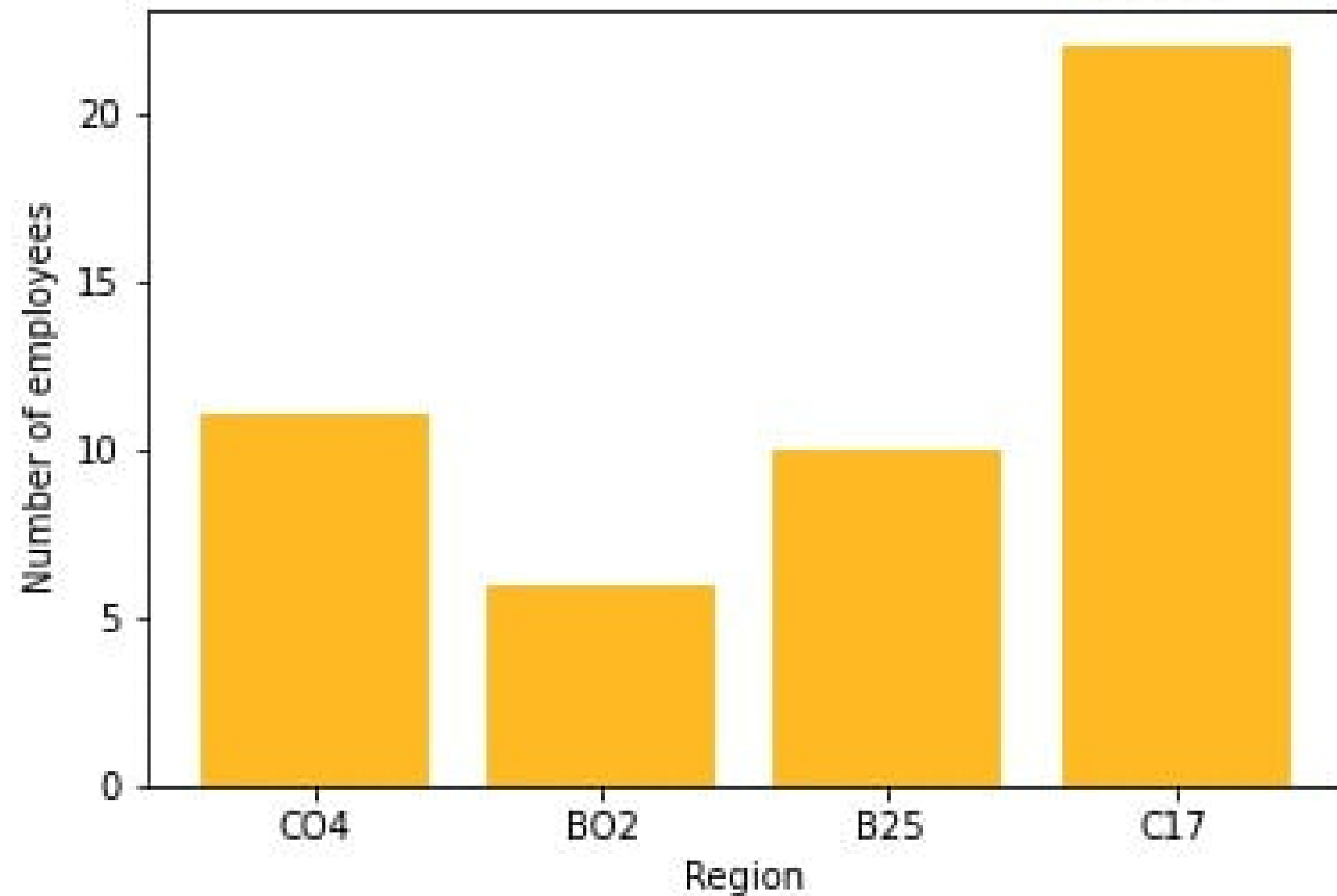
Routes & Visits



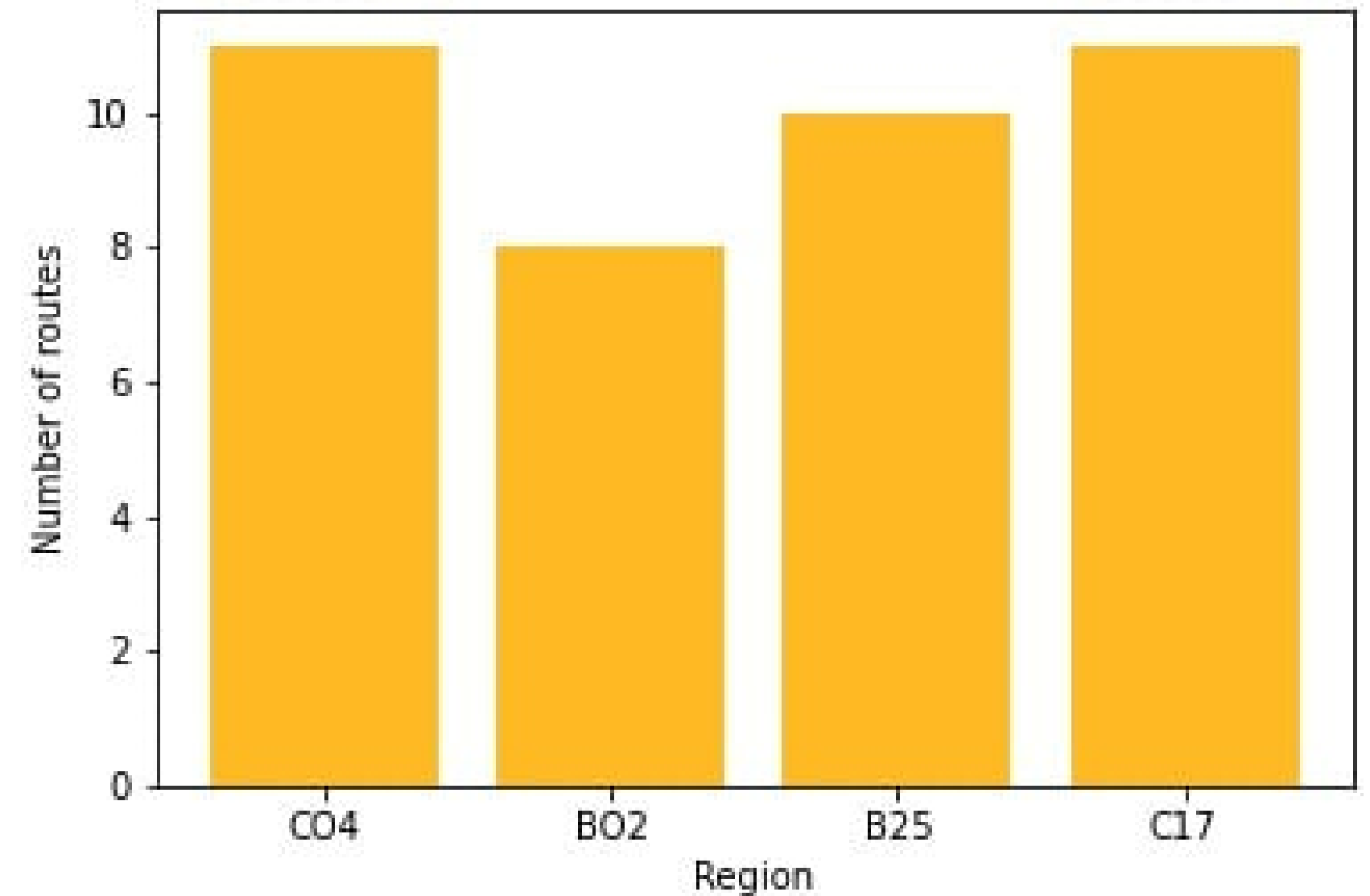
Employee routes



How many employees are active per region



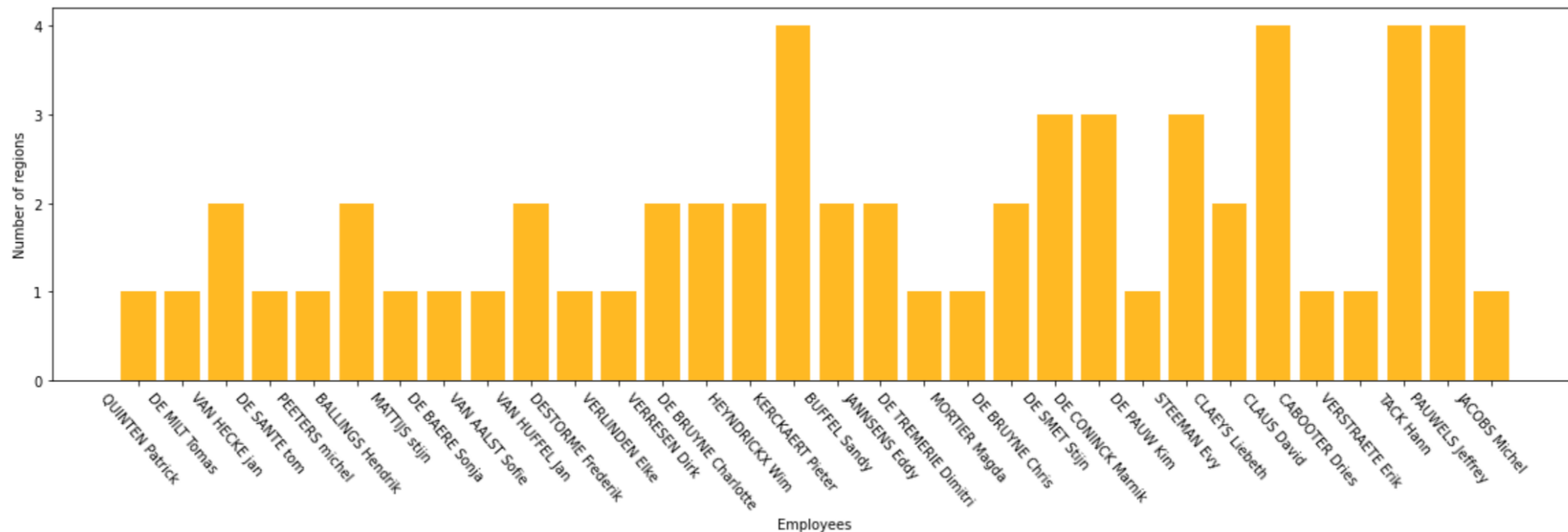
How many routes there are per region



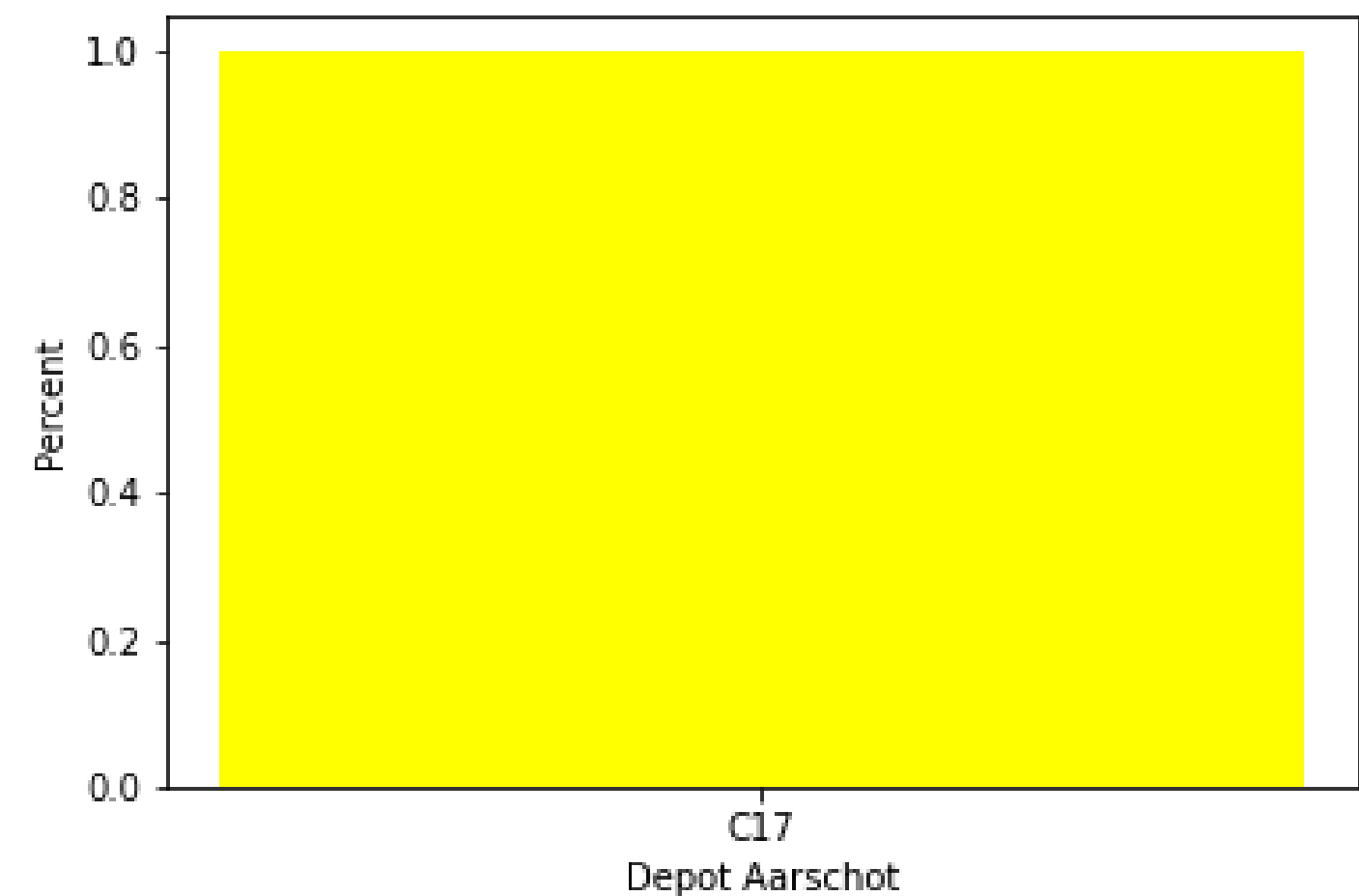
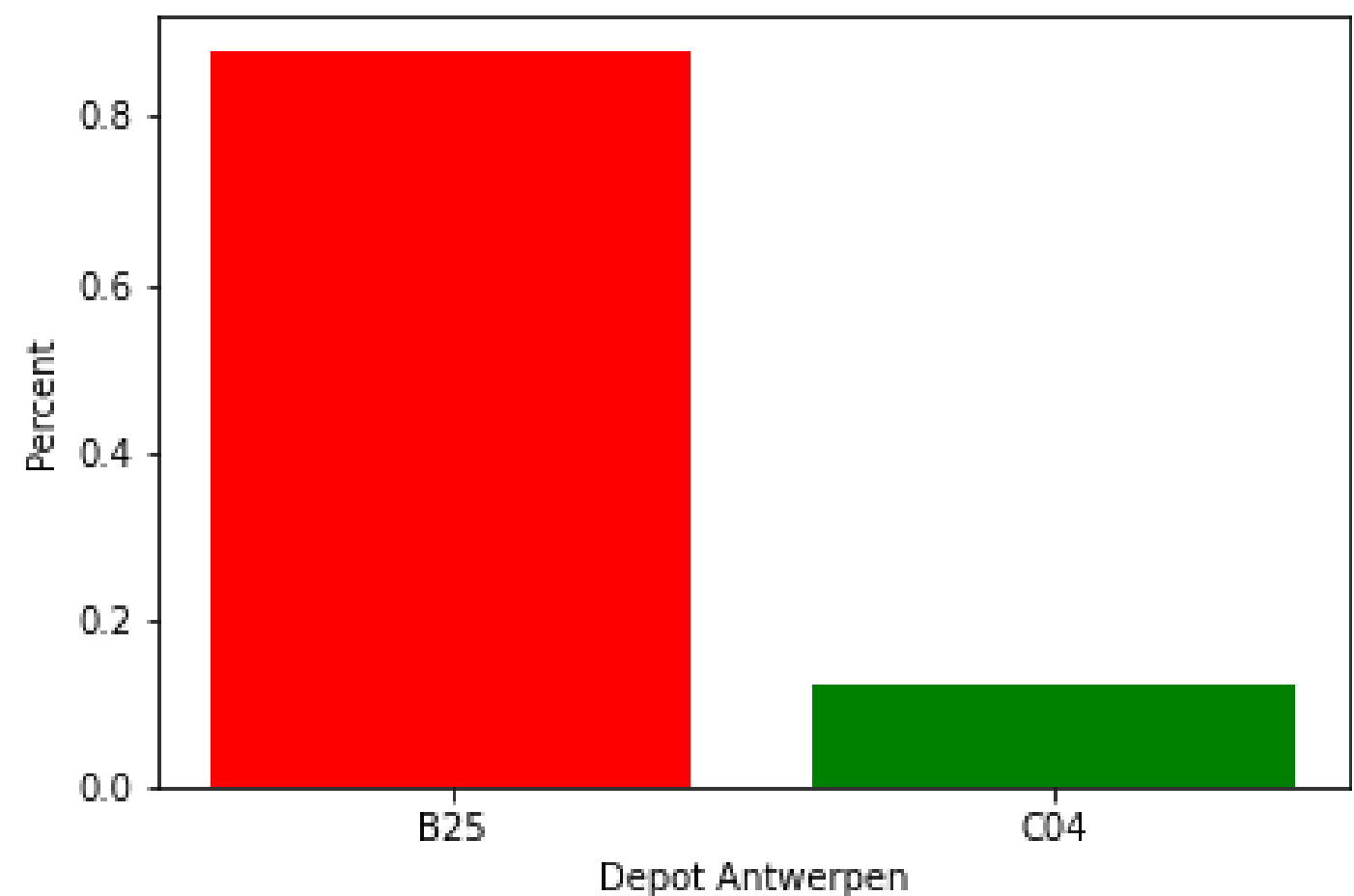
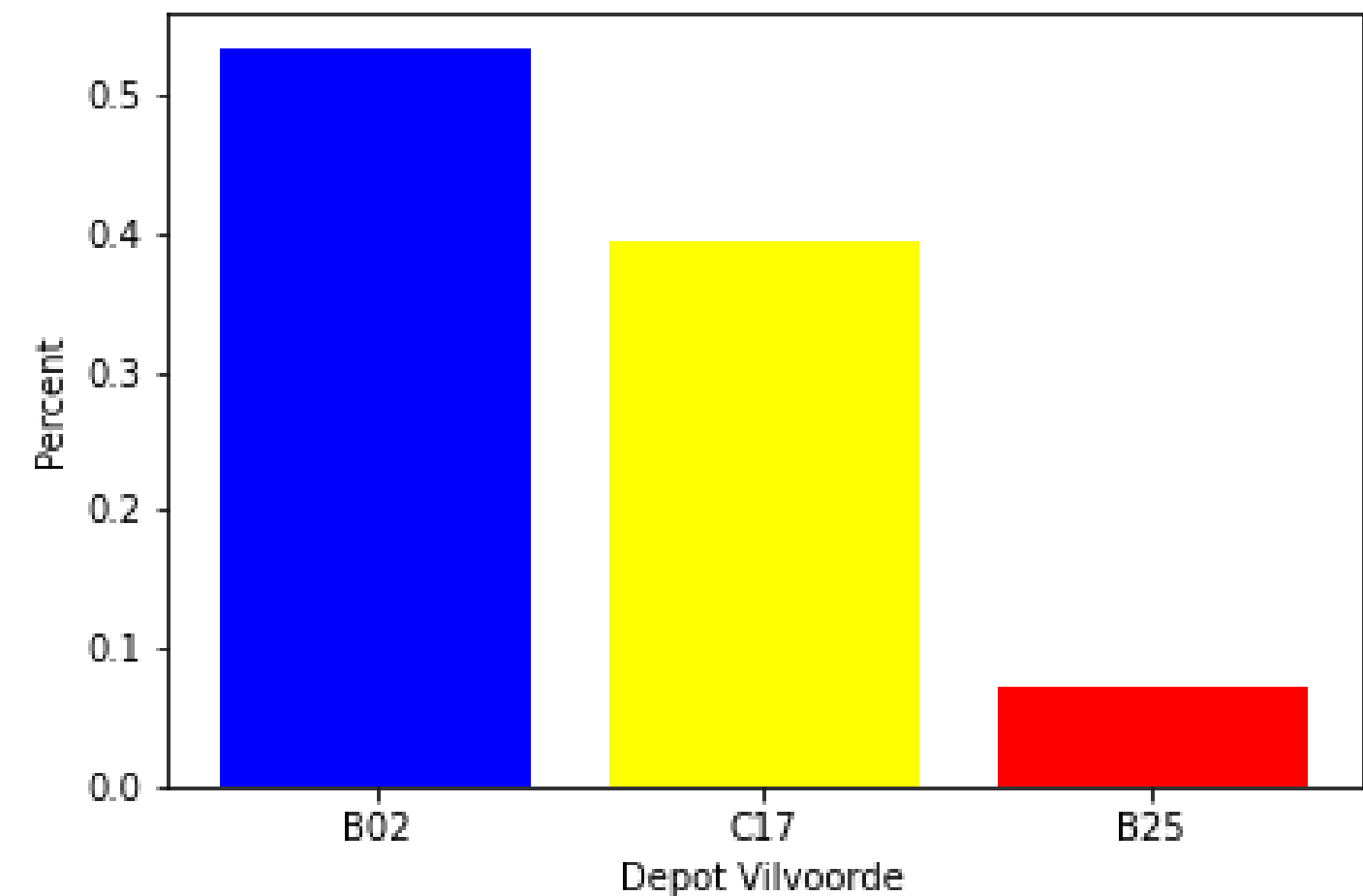
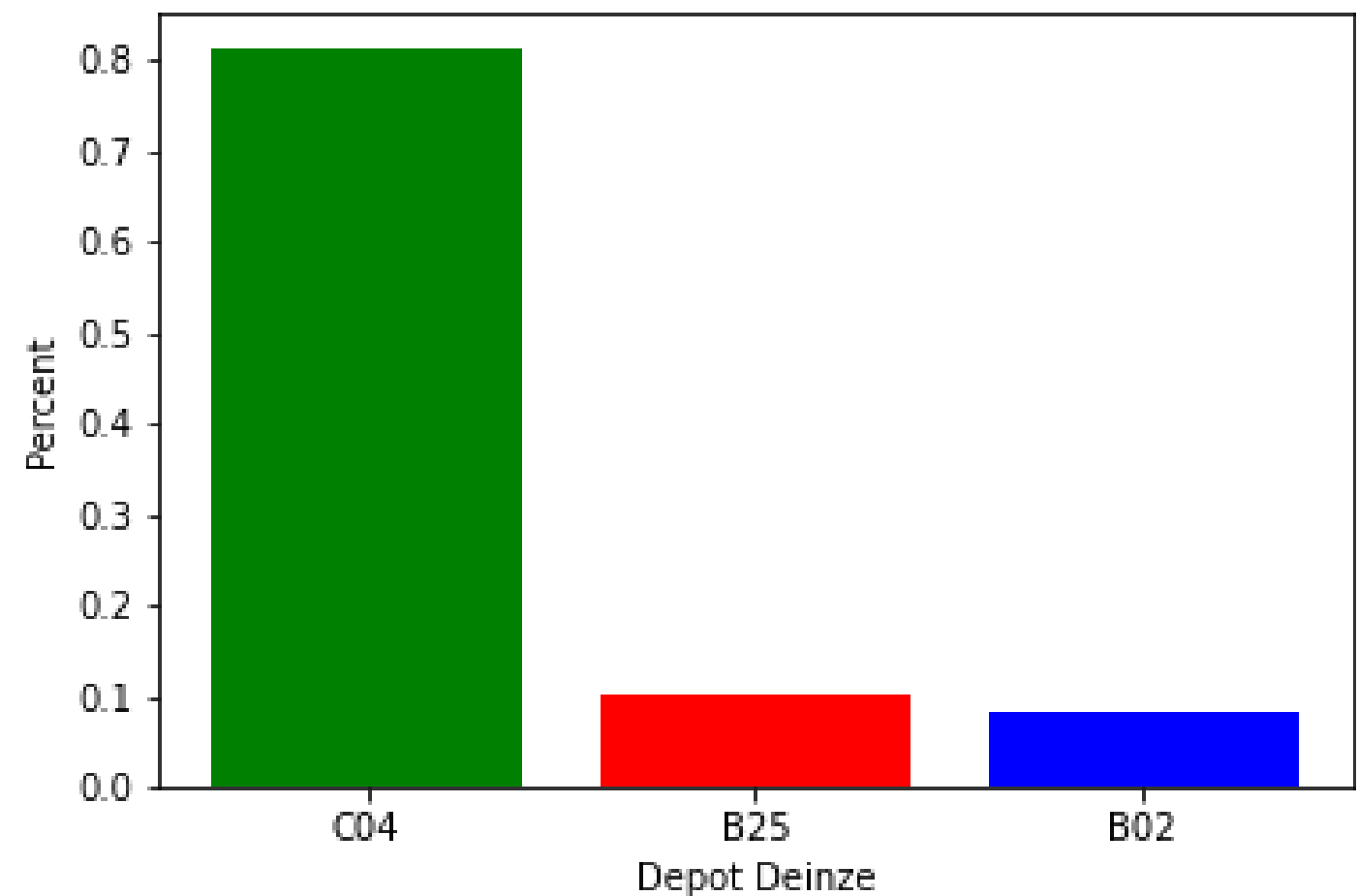


21,9%

of the employees are assigned to 3 or more regions



Depots



Depots

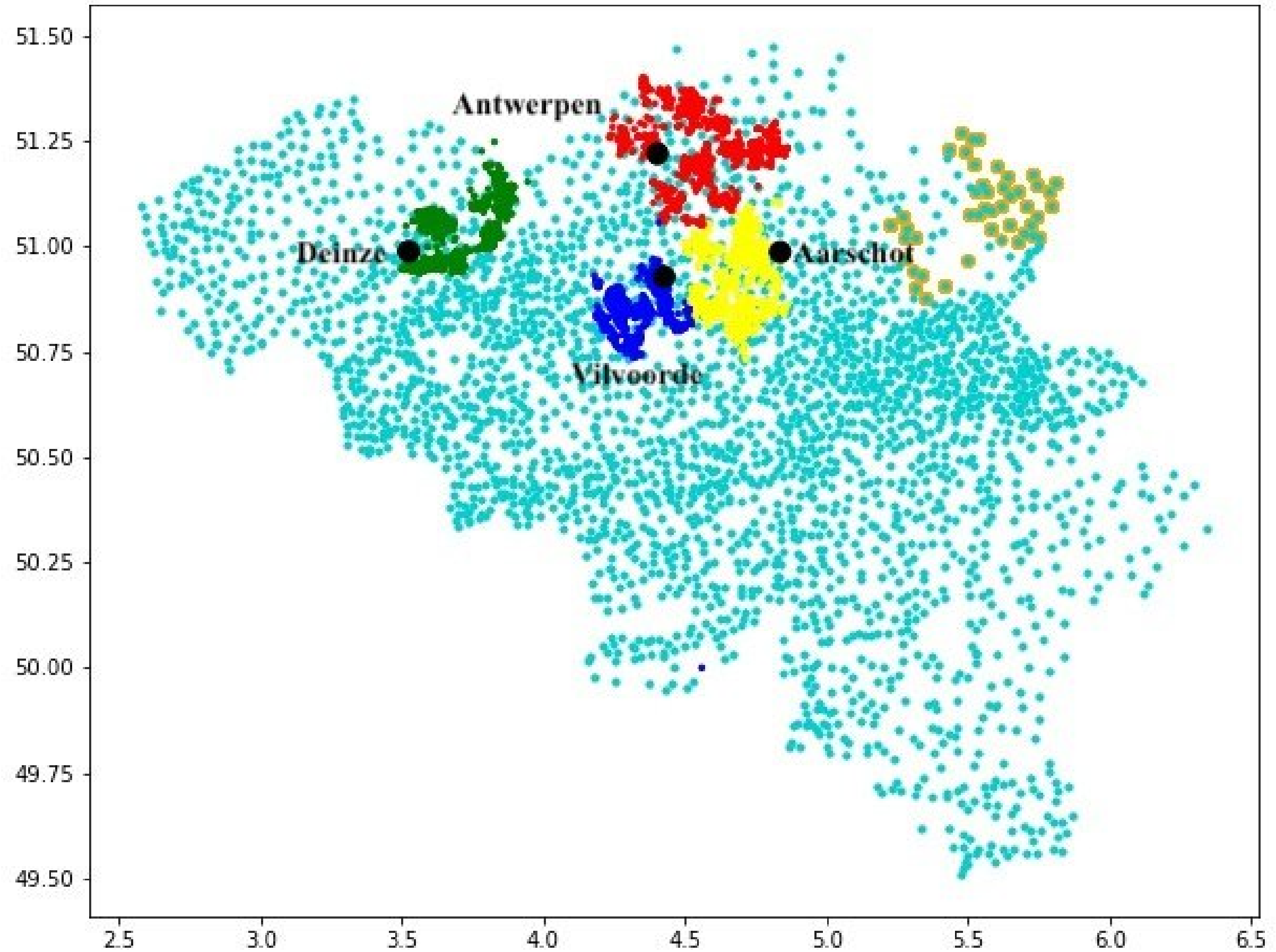
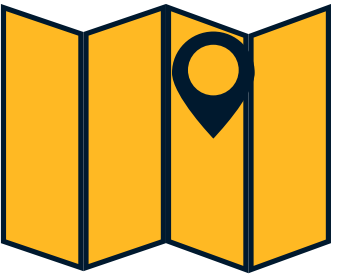


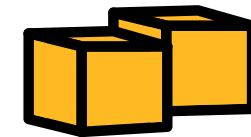
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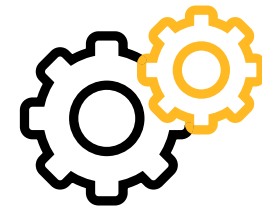
2. Problems and solutions



2.1 Products



2.2 Customers



2.3 Employees



2.4 Routes & Visits



3. Conclusions

Conclusion



1

Products

2

Customers

3

Employees

4

Routes

Thank you for listening



Lennert Van den Broeck

Mathew Ugwu

Wouter Dewitte

Guillaume Lambert

Master Business Engineering:

Data Analytics

-

Analytical Customer

Relationship Management